

# How to Conduct CHILDREN'S BOOK WEEK

*Fifth  
Annual  
Book Week*

*November  
11th to 17th  
1923*



**More Books In The Home!**

NEW POSTER BY JESSIE WILLCOX SMITH

THE fifth annual National Book Week will be observed by thousands of communities interested in boys' and girls' reading. This circular is prepared to help organizations in those communities take part in the Week in a constructive manner which shall have a permanent influence throughout the year. Each community will want to develop its own ideas, but a few that have proved successful are offered here for consideration. The Children's Book Week Committee, 334 Fifth Avenue, New York City, The American Library Association, 78 E. Washington St., Chicago, Ill., and the Library Department, Boy Scouts of America, 200 Fifth Avenue, New York City, will gladly furnish posters and additional suggestions to cooperating communities and groups.



**FIRST—Form a Book Week Committee** for your community, including representation from

Public library  
Bookstores  
Schools  
Churches  
Boy scouts  
Girl scouts  
Camp-fire girls

Women's clubs  
Parent-Teacher Associations  
Business men's associations  
Newspapers  
Art museum  
Motion picture theaters  
Local authors and illustrators

**SECOND—Plan November programs and exhibits** in each of these organizations, featuring books for young people.

*Suggestions:*

**Display poster** by Jessie Willcox Smith.

**Distribute card reproductions** of poster, with recommended lists of books printed on reverse of card. Have local library or State Library Commission make list; have high-school printing classes print.

**Exhibits of books** for little children, for young people, and books on reading for parents, in library, stores, and loan exhibits at club meetings.

Discussions at **club and association meetings** of books for boys and girls. (See program suggestions.)

**Newspaper articles** on books for boys and girls, recommended by prominent local people, by the children themselves. Cartoons. Contests.

**Talks by children's librarians** about boys' and girls' reading at club meetings and in school assemblies.

**Book films** exhibited in motion picture theatres, on regular program or in special morning matinees. Show slides referring to Book Week exhibits of books in stores, library, etc. (See film list.)

**Talks by local authors** or illustrators of books for young people, with sale of autographed books.

**Distribute lists** of books such as American Library Association "Gifts for Children's Book Shelves," \$2.00 per hundred copies; \$12 per thousand (78 E. Washington Street, Chicago, Ill.); or "The Bookshelf for Boys and Girls," published by R. R. Bowker Company, 62 W. 45th Street, New York City, \$6.00 per 100 copies, larger quantities at lower rates; or other dependable lists.

**Special sermons** on children's reading in churches and Sunday Schools, November 11th. Build up the Sunday School library.

Exhibit at **art museum** or at public library of illustrations of boys' and girls' books.

**Contests among children:** essays on books, book-case making, book-plate designing, book poster making, photographs and lists of books in personal libraries, book-mark designs; through schools, stores, scout groups, newspapers, or public library.

**Special "days" in library:** (1) Parents' Day, (2) School Day, (3) Boy Scout Day, (4) Girl Scout and Camp-fire Girl Day, (5) Little Children's Day, (6) Teachers' Day; with appropriate book displays and talks for each group.

**THIRD—Public Library, branch libraries and bookstore exhibits** will be counted on by all co-operating groups. Window and table displays should be well labelled and advertised.

*Suggestions:*

Picture books and toy books for little children, with books of stories to read aloud

"A Library for a Girl's Room"

"A Library for a Boy's Room"

Books of adventure

Books on the outdoors

Books on how to make things

Books in supplementary reading courses and reading circle recommendations for different grades.

**Show attractive editions,** both inexpensive and at higher cost, to suit various tastes and purses. Bookcases made in local manual-training classes might appropriately hold such exhibits. Attractive pictures, special story hours or talks by authors, souvenir book-plates, book-marks or book lists, will do much to make these book exhibits popular and make their influence lasting.

**FOURTH—School Activities** for Book Week may take many different forms, and should be worked out in co-operation with other organizations. Special assembly programs in grade schools and high schools devoted to books; book plays; essays and discussions about books in the class rooms; projects worked out by the children themselves; book poster, book-mark and book-plate designing, and book-case making, in art classes and manual training classes; inspirational talks by the teachers on building a home library; these are a few of the ideas which may form a basis for an interesting and constructive Book Week. The pamphlets prepared by the Book Week Committee for schools will be especially helpful:

"Book Week Projects"

"Designing Book-plates"

"Building Book Stands and Book Racks"





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# Material Prepared by Children's Book Week Committee to Help Local Committees, Schools, Libraries, Stores, etc.

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**New Jessie Willcox Smith poster**, 14 by 21 inches. Free on request. After Children's Book Week is over, date strip should be removed, and poster framed for permanent display.

**Card miniatures of posters**, blank reverse for local printing of lists, programs, etc. Attractive as bookmarks or souvenirs, suitable for framing for child's room. At cost, \$.75 per 100.

**Stickers**, miniatures of poster, 3 x 1 $\frac{3}{4}$  inches. In sheets of 25. Free. Use on envelopes, letterheads, statements, etc., during October and November.

**Slides**, poster design and imprint, \$.50 each.

## **Circulars:**

How to Conduct Children's Book Week

Book Week Projects (for teachers)

Designing Book-plates (for teachers)

Book-plates for Boys and Girls, by Stephen Allard. Reprint from *St. Nicholas*, Feb., 1922

Building Book Stands and Book Racks, by Franklin Spier (for teachers)

Club program suggestions (prepared by General Federation of Women's Clubs)

Book film list (compiled by National Board of Review of Motion Pictures)

List of magazine articles on young people's reading

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Send requests for material and suggestions to

## **CHILDREN'S BOOK WEEK COMMITTEE**

of the National Association of Book Publishers

334 FIFTH AVENUE

NEW YORK CITY